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Dino Shindig 2022, Carter County Museum

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Dino Shindig 2022

Carter County Museum

Ekalaka, Montana

Megan Tanner Schultz, M.S.

A random sample of Dino Shindig participants completed a questionnaire regarding the event. Results show overall satisfaction and support for the event.

Dino Shindig 2022
Carter County Museum
Ekalaka, Montana

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Case Study Report 2022-2
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Abstract

This study was conducted for the Carter County Museum to provide insight into the characteristics of attendees of the 2022 Dino Shindig. Surveys on site implemented via a tablet and iForm survey software were collected and a post-event web survey were completed by a total of 84 attendees and/or participants of the event. Results show that 54% of respondents were residents of Montana and of those Montana residents, 18% were from Carter County. Out-of-county respondents spent an average of 5.29 nights away from home. Of those nights, an average of 3.88 of those nights were in Ekalaka and 3.08 nights in other nearby locations. Purchases of retail goods received the highest total dollars spent during the event of any spending category. Respondents to the survey reported a total spending of \$27,873 in the Ekalaka/Carter County area. Results provide event organizers and the Carter County Museum with useful data for future event planning, making improvements to the event, event marketing/promotion, and understanding the visitor spending associated with the event.

Executive Summary

The 2022 Dino Shindig attracted out-of-county Montana residents (36%) and out-of-state (46%) visitors to the Ekalaka area. The attendees of the event make important economic contributions to the area. The results of the study are worth considering for future planning of the Dino Shindig.

- The Shindig was the primary reason 87% of the out-of-county attendees were in the area.
- The mean number of nights spent in Ekalaka was 3.88 nights; mean number of nights in other nearby locations was 3.08.
- 32% of respondents reported using public land camping while 27% stayed in the home of a friend or relative.
- More money was spent by these out-of-county visitors in retail goods (\$7,005), restaurant/bar (\$6,797), and groceries (\$4,245) than other spending categories.
- 70% of respondents reported that they were spending for a travel group size of at least two or more people (including respondent). The average travel group size was 3.30 people (travel group spending size).
- Attendees were mostly travelling with immediate family (34%)
- Respondents traveled with a variety of age categories in their group – the highest percentages were 35-44 (19%) and 25-34 (17%) with 17% of groups having kids under the age of 18 in their travel group.
- Attendees heard about the event mostly from word of mouth (66%) or social media (22%).
- 47% of respondents indicated they planned to attend the over 6 months prior to the event with another 31% making plans to attend 1-6 months before the event.
- Overall, attendees of the event were satisfied with the 2022 Dino Shindig, and 79% of respondents indicated that they would attend the event next year.

Management Implications

Survey results indicate that Dino Shindig participants and attendees are travelling from outside of Carter County to attend the event. This event brings both resident and nonresident visitors to the area, and the attendees of the event make a variety of monetary contributions while visiting.

A large number of people who attended the 2022 Dino Shindig were non-residents from out-of-state, with international representation. Non-resident visitors bring new money into Montana and make valuable economic contributions to the area. Event organizers should continue their efforts to attract non-resident visitors to Carter County for future events.

It is recommended that the organizers review the respondents' comments from Appendix B to gain more insight into people's likes and dislikes (very seldom) of the event.

Introduction

The 2022 Dino Shindig was hosted by the Carter County Museum and utilized sites in the area (such as Medicine Rocks State Park). The museum is located in Ekalaka, Montana, and the event took place over two days from July 23rd to 24th, 2022. This was the tenth year the event was held. The event included demonstrations as well as activities for children and hands-on opportunities. The Dino Shindig attracts a attendees and participants from around the country.

The purpose of this study was to provide the organizers of the 2022 Dino Shindig with an understanding of the characteristics of visitors to the event, visitor spending in Carter County, and levels of satisfaction with different aspects of the event.

Methods

Data was collected in two ways:

1) Surveyors intercepted participants and attendees 18 years of age or older for on-site completion of the survey during the two day event. Surveys were given to people by random selection in an attempt to represent the event attendee population. People willing to fill out the questionnaire were asked the questions by a volunteer data collector organized by the museum. This survey asks them to record all spending for their group (including themselves and any non-participants

2) An email invitation to a web survey was sent by the Carter County Museum to capture the group characteristics, spending, and satisfaction of the participants of the 2022 Dino Shindig. The email invitation thanked those who had already completed the survey on-site and invited those who had not yet answered to please do so. One reminder email was sent to participants asking them to complete the survey.

No documentation of the number of refusals was recorded.

Limitations

As in all research, there are limitations to the study. Limitations for the Dino Shindig include the following:

- Data was collected by staff and volunteers associated with the Carter County Museums who received a short training from ITRR and the survey contact person at the museum on how to intercept people and how to obtain completed surveys.
- ITRR personnel were not present during the data collection for quality control.
- ITRR attempted to utilize mobile location data to further understand the 2022 Dino Shindig event looking at:
 - Additional visitation in the area (volume increase)
 - Where attendees traveled from (device home location)

Mobile location is a growing trend in the tourism industry. Mobile location data are information about the geographic positions of devices (such as smartphones or tablets) or structures (such as buildings and attractions) and does not collect a person's identity, demographics, or other identifiable information and are legal to collect. This data is generally purchased from data providers; however, it is difficult to understand if the data is credible and representative. Moreover, rural locations in Montana have small sample sizes (visitors), and providers will not provide data due to issues with identifying information.

For this event, sample sizes provided by mobile location data platforms are too small and cannot make any conclusions-- the platforms will actually not provide any data due to issues with panel sizes and visitor numbers for these areas being too small.

Results

Of the 84 valid responses to the residence questions, 54 percent (45 people) were from Montana and 46 percent (39 people) were from out-of-state (see Tables 1 and 2). Of all Montana respondents, 33 percent (15 people) were from Carter County while 67 percent (30 people) were from other Montana counties.

Table 1: Residence of all Respondents

Place of Residence	# of total	% of total
Carter County	15	18%
Other MT County	30	36%
Montana=45		
U.S. State	35	42%
Canada	0	0%
International	1	1%
Non-MT unspecified	3	3%
Total all Residences	84	100%

Table 2: Out-of-State and Canadian, and International Residences

Residence	# of respondents
California	3
Colorado	1
Idaho	1
Illinois	2
Italy	1
Maryland	1
Massachusetts	1
Minnesota	5
New York	2
North Dakota	6
Pennsylvania	2
Rhode Island	1
South Dakota	2
Virginia	1
Wisconsin	3
Wyoming	3

Seventy-seven percent of respondents were either registered participants or in a group with a registered participant. The mean age of respondents was 40 years old. Of those who were from outside Carter County and responded to the survey, the greatest percent of respondents (40 percent) spent two nights in Montana. The mean number of nights spent in Montana was 4.25 nights. The mean number of nights spent in Ekalaka was 3.88 nights, and the mean number of nights spent in other nearby locations was 3.08 nights. A full breakdown of nights spent as well as results of all other questions in this survey can be found in Appendix A.

Expenditures

Spending information was asked of event attendees who reside outside of Carter County. The survey asked that they report their best estimate of the total amount of money they and their family/travel group (if applicable) spent in the Ekalaka area in the following categories: accommodations, restaurant or bar, groceries or snacks, gasoline, transportation, auto rental, retail goods, and entertainment or recreation.

Table 3 presents the expenditure data of only the non-resident respondents (those who reside outside of Carter County) who reported spending money in the categories. The mean expenditure of those who spent money for each category can be found along with the percentage of people who reported that they spent money in that category. The last column provides the total dollars spent by those respondents in each category. The total reported expenditure for respondents who spent was \$27,873.

Table 3: Expenditure Data: Expenditures calculated using only non-residents (those who live outside of Carter County) who spent.

Expenditure Category	Mean expenditures of non-residents <u>who reported that they spent money in these categories</u>	% of respondents who reported spending money in each category	Total dollars spent in each category <u>by respondents who spent</u>
Retail goods	\$162.91 (n=43)	62%	\$7,005.00
Restaurant/bar	\$119.25 (n=57)	83%	\$6,797.00
Groceries/snacks	\$121.29 (n=35)	51%	\$4,245.00
Rental home/cabin	\$771.50 (n=4)	6%	\$3,086.00
Gas	\$129.09 (n=22)	32%	\$2,840.00
Hotel/motel/b&b	\$251.09 (n=11)	16%	\$2,762.00
Auto rental	\$550.00 (n=1)	1%	\$550.00
Campground	\$44.75 (n=8)	12%	\$358.00
Entertainment/recreation	\$76.67 (n=3)	4%	\$230.00
TOTAL			\$27,873.00

Appendix A- Results

- Q1. Are you, or someone in your group, a registered participant for this event?? n=82**
 77% Yes 23% No
- Q2. Are you a resident of Montana? n=84**
 54% Yes 46% No (skip to Q4.)
- Q3. Do you reside in Carter County? n=45**
 33% Yes (skip to Q14. After spending) 67% No (skip to Q5.)
- Q4. In what state, province, or foreign country do you reside?**
 See Tables 1 and 2.
- Q5. Is this your first time visiting Carter County or the Ekalaka area? n=68**
 38% Yes 62% No
- Q6. Was attending this event your primary reason for being in the area? n=268**
 87% Yes 13% No
- Q7. For what other reasons are you visiting the area? (Check all that apply.) n=45**
 29% Vacation/recreation/pleasure 24% Other 13% Business/convention/meeting
 31% Visiting friends/relatives 2% Shopping
- Q8. For this event, how many nights did you spend away from home? n=56, mean=5.29**
 2% 1 11% 3 9% 5 0% 7 0% 9
 25% 2 16% 4 5% 6 9% 8 23% 10 or more
- Q9. How many of those nights were in Montana? n=, mean=4.25**
 2% 1 15% 3 4% 5 0% 7 0% 9
 40% 2 15% 4 6% 6 2% 8 17% 10 or more
- Q10. Of your nights in Montana, how many did you stay in Ekalaka? n=41, mean=3.88**
 7% 1 17% 3 2% 5 0% 7 0% 9
 42% 2 12% 4 2% 6 0% 8 17% 10 or more
- Q10a. Of your nights in Montana, how many did you stay in locations close by (outside of Ekalaka)? n=12, mean=3.08**
 17% 1 0% 3 8% 5 0% 7 0% 9
 58% 2 0% 4 8% 6 0% 8 8% 10 or more
- Q10b. In what town did you spend those nights (outside of Ekalaka but close by)?**
 Baker, n=4 Billings, n=1 EW Castle, n=1 Medicine Rocks State Park, n=5
 Marmoth, ND, n=2 Tookes Ranch, n=1 Rapid City/Marmoth, n=1
- Q11. In what type of accommodation(s) did you stay in the Ekalaka/Carter County area? (Check all that apply.) n=37**
 19% Hotel/motel/B&B 8% Private campground 0% Resort/condominium
 14% Rental cabin/home 27% Home of friend/relative 0% Guest ranch
 32% Public land camping 0% Second home/cabin/condo 0% Vehicle in parking lot

Q12. Please enter your best estimate of the TOTAL amount of money in US dollars you (and your family/travel group, if applicable) spent in the Ekalaka/Carter County area in each of the following categories. If you did not spend money in a category, please leave it blank. (See Table 3 for expenditures).

Accommodations in Ekalaka/Carter County	<input type="text"/>
Hotel/motel/bed & breakfast	<input type="text"/>
Campground	<input type="text"/>
Rental cabin/home	<input type="text"/>
Food in Ekalaka/Carter County	<input type="text"/>
Restaurant/bar	<input type="text"/>
Groceries/snacks	<input type="text"/>
Transportation in Ekalaka/Carter County	<input type="text"/>
Gasoline/diesel	<input type="text"/>
Local transportation	<input type="text"/>
Auto rental	<input type="text"/>
Retail/Services in Ekalaka/Carter County	<input type="text"/>
Retail goods	<input type="text"/>
Entertainment/recreation	<input type="text"/>

Q13. How many people does the above spending represent (including yourself, i.e., your travel group size)? n=66; mean= 3.30

30% 1 11% 3 8% 5 6% 7 0% 9
 20% 2 15% 4 5% 6 0% 8 6% 10 or more

Q14. What option best describes the group with whom you attended this event? n=80

13% Self 34% Immediate family 6% Family/friends 6% Business associates
 8% Couple 10% Extended family 10% Friends 13% Organized group/club

Q15. Please select all the ages represented in your group: n=168 for each age category

9% 0-5 yrs. 8% 11-17 yrs. 29% 25-34 yrs. 6% 45-54 yrs. 10% 65-74 yrs.
 11% 6-10 yrs. 11% 18-24 yrs. 19% 35-44 yrs. 7% 55-64 yrs. 2% 75 and over

Q16. What best describes your annual household income? (In US dollars) n=75

8% Less than \$20,000 16% \$60,000 to \$79,999 7% \$150,000 to \$199,999
 13% \$20,000 to \$39,999 7% \$80,000 to \$99,999 9% \$200,000 and over
 21% \$40,000 to \$59,999 19% \$100,000 to \$149,999

Q17. How long before this event did you make plans to attend? N=81

2% The day of the event 4% 1-4 weeks before the event 47% Over 6 months before the event
 5% 1-7 days before the event 31% 1-6 months before the event

Q18. How did you hear about the 2022 Dino Shindig? (Check all that apply.) n=77 per selection

66% Word of mouth 3% Posters 7% Group or club
 8% Newspaper 1% Magazine 5% Other website
 4% Radio 1% Flyer 22% Social media
 4% Television 5% E-mail from event planners 8% Event website

Q19. Please rate your satisfaction with the 2022 Dino Shindig:

Satisfaction	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Total respondents
Organization of the event	0%	0%	0%	22%	78%	n=27
Event staff	0%	0%	0%	4%	96%	n=27
Cost of the event	0%	0%	0%	15%	85%	n=26
Location of the event	0%	0%	0%	15%	85%	n=27
Number of people at the event	0%	0%	0%	19%	81%	n=27
Parking	0%	0%	0%	8%	92%	n=26
Sound system	0%	0%	8%	15%	77%	n=26
Variety of activities	0%	0%	4%	19%	77%	n=27
Signage/directions	0%	0%	0%	35%	65%	n=26
Cleanliness	0%	0%	0%	12%	88%	n=26
Availability of restrooms	0%	4%	0%	27%	69%	n=26

*N/A responses were re-coded to be a missing response for the most accurate mean score.

Q20. Of the following statements, which best describes why you generally visit museums? (Choose one.) n=45

4% To be moved emotionally/to experience fascinating or beautiful things/to feel a sense of connection

76% To improve my own knowledge or understanding/to satisfy a personal/academic/professional interest

11% To spend time with people in a nice place/to visit an attraction and learn more about the area

9% To stimulate my own creativity/to reflect and contemplate/to escape or recharge

Q21. How often do you visit the Carter County Museum? N=49

29% this event was my first visit 8% three to five visits per year

20% less than once per year 6% six to ten visits per year

31% One to two visits per year 6% more than ten visits per year

Q22. What is your age? n=55; Range=18-79, mean=40.40

Q23. What is your gender? n=63

40% Male 60% Female

Q24. When might you come to the Dino Shindig again? n=61

79% Next Year 21% Within 5 Years 0% Never

Q25. Please tell us what you liked about the 2022 Dino Shindig.

See Appendix B

Q26. Please tell us if there is anything you didn't like about the event:

See Appendix B

Q27. Do you have any suggestions for improvements to the event?

See Appendix B

Appendix B: Open-ended Responses

Q23. Please tell us what you liked about the 2022 Dino Shindig.

Ankylosaur display
auction was great
Being outside
creativity
Dino's, talks are amazing, enthusiasm of speakers and attendees
dinosaurs
everything
everything
Face paint, robo rex,
Family friendly environment despite having many national/world class researchers.
friendly
Great energy, speakers, and field event
I knew we would love the Shindig but I had no idea just how much we would love it. We can't stop talking about everything we learned and how moved we were by the lectures, the street dance, the people and the DIG! 5 individual triceratops! Are you kidding me!?! The Dino Shindig is bucket list level. I was very intimidated to be with PHDs and experts and Saber and Nate made the experience welcoming and engaging and now we are obsessed.
I love how knowledgeable the staff are.
I loved the location, the variety of programming (talks, museum visit, Bat Walk, street dance, site dig), and the variety of talks. The speakers came from very impressive backgrounds, but their talks were casual and fun. As a non-academic, I appreciated that the talks were relatively brief, and that they built on each other. It was casual but it was clear that the organizers brought massive passion and expertise to it.
Interesting talks, relevant to my interests. plus dig opportunity, and a chance to schmooze.
it was nice seeing people in wanted to meet
it's awesome that there is a Paleo event like this happening in Montana!
Kids activity
likes being able to run into people he knows of in the Paleo world
likes split between academic talks and kids events
lots of things to do
people
People were friendly. Museum was nice and well organized. Outside events were well organized. The event was not overly crowded.
q and a for talks, scientists arguing
sense of community
Sharing knowledge. Learning new things. Seeing old friends. Interacting with the public.
speakers, location, variety of talk subjects
The museum is a "class act" very interesting, wonderful personnel, warm & inviting atmosphere. Well appointed exhibits and a very large variety of displays which is absolutely amazing in a town of this size. Large community support of this event. Lots of kids activities too. The "Dig" itself is well planned, very educational, hands on with some of the best paleontologists in the US & Internationally who are "digging & prospecting" right on site with you. The Speaker Day is phenomenal, & has world class paleontologists from the top universities. Beautiful area, lots of other activities offered by the museum besides the dig.
We came because my 11-year old wants to be a paleontologist. He loved it. Especially the dig. And the lectures were fascinating to me.
what's there not to like?

Q24. Please tell us if there is anything you didn't like about the Dino Shindig:

all good
All good!
Ekalaka has been my favorite Montana town since the first time I visited 6 years ago, when I traveled there for work. It remains the place I want to go back to over and over. My coworkers tease me because I talk about it so much. I should be talking about all Montana towns equally, but Ekalaka has my heart. The place is beautiful, the culture and history are inspiring, the people are welcoming and love their community, access to public land is incredible, the food is delicious and Medicine Rocks is hands down Montana's best state park. Living in Ekalaka is my Montana dream. For now I'll just count on wearing out my welcome. Thank you for an incredible experience that we will never forget.
flies
heat
I only disliked that we didn't have enough rock hammers for the leaf dig, and how long it took to get organized before heading out of town.
no
None
Nothing I didn't like; I had the time of my life!!
Nothing really. Could have done without people picking up COVID...
Prices
There was confusion as to where at the church to get the bag for the dig. There was no sign to say to get it from the guy outside. We went inside and no one in there knew who was to give us the bags. Then we asked the guy outside and he was in charge of those bags. Inside the church I didn't know that the items in the front of the church were the auction items. If I'd have known what the auction process was, I would have planned accordingly and planned to attend and bid. There was nothing there to tell us about the auction. Was the auction a live auction or could I have bid during the day? It was confusing. Maybe I missed this information somewhere along the way. I will know next time. I also did not realize that we had to leave all of our finds at the dig. Other than that confusion, the event was very nice and organized. We had a great time.

Q25. Do you have any suggestions for improvements to the event?

AC, longer Q and A
bring Victoria arbor back, Riley black too, Dave evans
Clarification of the process. Overall, we had a great time.
Do you offer copies of the picture taken at the museum?
Free childcare?
Heck no.
hold more often, biannually, more CCM events
I think the rangers who presented the bat walk were overwhelmed by the number of attendees; the intro discussion of bats took 45 minutes, longer than the bat walk itself. I wish it had started a little more quickly.
more bathrooms, at church. improve access to noon meal, bottleneck.
More tables and seating
new speakers, show collections
Only wish they had more events like the Dino Shindig throughout the year.
Speakers may want to tone down the level to more layman's level. i.e. can be informative, but not too technical.
Things seem to be running pretty well.
wish the event were longer

